



## **EEO PUBLIC FILE REPORT**

**08/01/15 – 07/31/16**

### **Annual EEO Public File Report**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WEAU 13 News and is required to be placed in the public inspection files of this station.

The information contained in this Report covers the time period beginning August 1, 2015 to and including July 31, 2016 (the "Applicable Period").

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices, I, II and III which follow have been designed, in the aggregate, to provide the required information.

For purposes of this Report, a vacancy was deemed "filled" on the hiree's first day of employment.



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### I. VACANCY LIST<sup>1</sup>

See section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

|    | <b>Full-time Job Positions<br/>Filled by Job Title</b> | <b>Recruitment Sources<br/>("RS") Used<br/>to Fill Vacancy</b> | <b>RS Referring<br/>Hiree</b> |
|----|--|--|-------------------------------|
| 1. | News Producer  | 1-21, 23-40  | 20                            |
| 2. | Multi-Media Utility Player                             | 1-39, 41, 43   | 21                            |
| 3. | Multi-Media Journalist                                 | 1-39   | 19                            |
| 4. | Account Executive                                      | 1-21, 23-39, 42-43   | 42                            |
| 5. | Creative Services/Promotions Producer                  | 1-21, 23-39, 45  | 45                            |
| 6. | News Producer  | 1-21, 23-39, 43, 44  | 20                            |

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<sup>1</sup> This report was revised in March 2017 to updated and correct certain reported information.



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### II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

| RS Number | RS Information<br>(Name, Address, Phone, Contact Information)  | Source Entitled to Vacancy Notification?<br>(Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|--|--|
| 1         | University of Wisconsin - Eau Claire<br>Career Services Placement Office<br>Office of Multicultural Affairs<br>230 Schofield Hall<br>105 Garfield Ave.<br>Eau Claire, WI 54701<br>715-836-5358<br><a href="mailto:jobs@uwec.edu">jobs@uwec.edu</a> or <a href="mailto:career05@uwec.edu">career05@uwec.edu</a><br>715-836-3367<br><a href="mailto:snobl@uwec.edu">snobl@uwec.edu</a> | Y  |  |
| 2         | Sanford Brown College (formally Brown College)<br>Christine Dye, Career Services<br>1345 Mendota Heights Rd.<br>Mendota Heights, MN 55120<br>651-905-3509<br><a href="mailto:cdye@mh.sanfordbrown.edu">cdye@mh.sanfordbrown.edu</a>  | Y  |  |
| 3         | Chippewa Valley Technical College<br>and Affirmative Action<br>Career Services Specialist<br>620 West Clairemont Avenue<br>Eau Claire, WI 54701<br>715-833-6505<br><a href="mailto:employment_services@cvtc.edu">employment_services@cvtc.edu</a> or<br><a href="mailto:careerservices@cvtc.edu">careerservices@cvtc.edu</a>   | Y  |  |
| 4         | Hmong Mutual, Eau Claire<br>Chue Neng Xiong<br>423 Wisconsin Street<br>Eau Claire, WI 54703<br>715-832-8420<br><a href="mailto:chuexiong@ecahmaa.org">chuexiong@ecahmaa.org</a>  | Y  |  |
| 5         | Hmong Mutual, La Crosse<br>Cathy Lee<br>2613 George Street<br>La Crosse, WI 54603<br>608-781-5744<br><a href="mailto:cathylee@lacrossehmaa.org">cathylee@lacrossehmaa.org</a>  | Y  |  |
| 6         | Ho Chunk Nation<br>Jodi Waube<br>P.O. Box 667<br>Black River Falls, WI 54615<br>715-284-5877/715-284-4563<br><a href="mailto:jodi.waube@ho-chunk.com">jodi.waube@ho-chunk.com</a>  | Y  |  |



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| RS Number | RS Information<br>(Name, Address, Phone, Contact Information)   | Source Entitled to<br>Vacancy<br>Notification?<br>(Yes/No) | No. of Interviewees<br>Referred by RS<br>Over Reporting<br>Period |
|-----------|---|--|---|
| 7         | Madison Media Institute<br>Robert Agnew, Career Services Advisor<br>Laura Mael, Director of Career Services<br>2702 Agriculture Drive<br>Madison, WI 53718<br>/608-663-2000<br><a href="mailto:ragnew@mediainstitute.edu">ragnew@mediainstitute.edu</a><br><a href="mailto:lmael@mediainstitute.edu">lmael@mediainstitute.edu</a>                     | Y  |   |
| 8         | Minority Affairs, Western WI Technical College<br>Contact: Bernard Black<br>304 Sixth Street N<br>La Crosse, WI 54601<br>608-789-6270<br><a href="mailto:blackb@westernwc.edu">blackb@westernwc.edu</a>   | Y  |   |
| 9         | TV Jobs.com<br>Mark Holloway<br>Broadcast Employment Services<br>P.O. Box 4116<br>Oceanside, CA 92052<br>1-800-374-0119/760-754-8177<br><a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>  | Y  | 1   |
| 10        | University of Wisconsin - La Crosse<br>Chris Stindt/Karolyn Bald, Senior Student Services<br>Coordinator<br>Career Services, Wilder Hall<br>1725 State Street<br>Centennial Hall, Suite 1140<br>La Crosse, WI 54601<br>608-785-8514<br><a href="mailto:career@uwlax.edu">career@uwlax.edu</a><br><a href="mailto:kbald@uwlax.edu">kbald@uwlax.edu</a> | Y  |   |
| 11        | University of Wisconsin - River Falls<br>Nancy Pace / Melissa Wilson<br>410 S. 3 <sup>rd</sup> Street<br>River Falls, WI 54022<br>715-425-3572<br><a href="mailto:Nancy.i.pace@uwrfr.edu">Nancy.i.pace@uwrfr.edu</a><br><a href="mailto:Melissa.wilson@uwrfr.edu">Melissa.wilson@uwrfr.edu</a>  | Y  |   |
| 12        | University of Wisconsin - Stevens Point<br>Lorry Walters, Associate Director<br>Career Services Office<br>1108 Fremont Street<br>Room 201<br>Stevens Point, WI 54481<br>715-346-3226<br><a href="mailto:career@uwsp.edu">career@uwsp.edu</a>  | Y  |   |



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|-----------|--|--|---|
| 13        | University of Wisconsin - Stout<br>Bryan Barts/Mary Brinkman, Placement & Co-op<br>Services<br>103 Administration Building<br>Menomonie, WI 54751<br>715-232-1601<br><a href="mailto:careerservices@uwstout.edu">careerservices@uwstout.edu</a>              | Y  | 1   |
| 14        | Winona State University<br>DeAnna Goddard, Associate Director<br>P.O. Box 5838<br>Maxwell 314<br>Winona, MN 55987<br>507-457-5340/507-457-5878<br><a href="mailto:career@winona.edu">career@winona.edu</a>   | Y  |   |
| 15        | The Ohio/Illinois Center for Broadcasting<br>Don Clark, National Director of Placement<br>9000 Sweet Valley Drive<br>Valley View, OH 44125<br>216-447-9117<br>or 312-884-8000 (Chicago office)<br><a href="mailto:dclark@beonair.com">dclark@beonair.com</a> | Y  |   |
| 16        | St. Cloud University – Society of Professional<br>Journalists<br>Jenna Wundrow, President<br>720 4 <sup>th</sup> Ave. S – SH 14<br>St. Cloud, MN 56301<br>320-308-4967<br><a href="mailto:spj@stcloudstate.edu">spj@stcloudstate.edu</a>                     | Y  |   |
| 17        | Wisconsin Indianhead Technical College – Rice Lake<br>Karen Lutz, Student Success Teaching Assistant<br>1900 College Drive<br>Rice Lake, WI 54868<br>715-234-7082<br><a href="mailto:Karen.lutz@witc.edu">Karen.lutz@witc.edu</a>                            | Y  |   |
| 18        | Medialine<br>Career Services<br>P.O. Box 51909<br>Pacific Grove, CA 93950<br>800-237-8073<br><a href="mailto:medialine@medialine.com">medialine@medialine.com</a>  | Y  |   |



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|-----------|--|--|---|
| 19        | <p>Wisconsin Broadcasters Association<br/>Michelle Vetterkind, President<br/>44 East Mifflin Street<br/>Suite 900<br/>Madison, WI 53703<br/>608-255-2600<br/><a href="mailto:mvetterkind@wi-broadcasters.org">mvetterkind@wi-broadcasters.org</a><br/><i>Source places postings on Internet and sends to various broadcasting operations throughout Wisconsin via monthly newsletter</i></p> | N  | 1   |
| 20        | <p>WEAU 13 News Website<br/>Jolene Jensen<br/>1907 South Hastings Way<br/>Eau Claire, WI 54701<br/>715-835-1313<br/><a href="http://www.weau.com">www.weau.com</a></p>   | N  | 2   |
| 21        | <p>Other Gray Television Stations<br/>Dottie Boudreau<br/>Executive Assistant<br/>Gray Television Inc.<br/>4370 Peachtree Rd., NE<br/>Atlanta, GA 30319<br/><a href="mailto:dottie@gray.tv">dottie@gray.tv</a></p>   | N  | 1   |
| 22        | <p>Collective Talent<br/>Michael Bille<br/>1721 Richardson Place<br/>Tampa Bay, FL 33606<br/>813-254-9695<br/><i>(Collective Talent will <u>only</u> post news reporter and anchor positions, including weather and sports)</i><br/><a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a></p>   | Y  |   |
| 23        | <p>Blackhawk Technical College<br/>6004 S County Rd. G<br/>Janesville, WI 53546-9458<br/>608-757-6329<br/><a href="http://www.blackhawk.edu/bcd/index.htm">www.blackhawk.edu/bcd/index.htm</a></p>   | N  |   |
| 24        | <p>Fox Valley Technical College<br/>1825 N. Bluemound Drive<br/>P.O. Box 2277<br/>Appleton, WI 54912-2277<br/>920-735-5600<br/><a href="http://www.fvtc.edu/ses-employers">www.fvtc.edu/ses-employers</a></p>  | N  |   |
| 25        | <p>Gateway Technical College<br/>Kenosha Campus<br/>3520-30<sup>th</sup> Avenue<br/>Kenosha, WI<br/>262-619-6836<br/><a href="http://www.gtc.edu/page.asp?q=239">www.gtc.edu/page.asp?q=239</a></p>  | N  |   |



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|-----------|---|--|---|
| 26        | Lakeshore Technical College<br>1290 North Avenue<br>Cleveland, Wisconsin 53015<br>920-693-1000<br>888-468-6582 1275<br><a href="http://www.gotoltc.edu/careerplacement">www.gotoltc.edu/careerplacement</a>   | N  |   |
| 27        | Madison Area Technical College<br>3550 Anderson Street<br>Madison, Wisconsin 53704<br>(608) 246-6100 or (800) 322-6282<br>Fax (608) 246-6880<br><a href="http://www.matcmadison.edu">www.matcmadison.edu</a>  | N  |   |
| 28        | Mid-State Technical College<br>Marshfield Campus<br>2600 West 5th Street<br>Marshfield, WI 54449<br>Phone: 715-387-2538/715-422-5408<br>Fax: 715-389-2864<br><a href="http://www.mstc.edu/business/postingjobs.htm">www.mstc.edu/business/postingjobs.htm</a>                                   | N  |   |
| 29        | Milwaukee Area Technical College<br>700 W. State Street<br>Milwaukee, WI 53233<br>414-297-6244<br><a href="mailto:info@matc.edu">info@matc.edu</a><br><a href="http://matc.edu/student/resources/JOBshop/EmployerResources.html">matc.edu/student/resources/JOBshop/EmployerResources.html</a>  | N  |   |
| 30        | Moraine Park Technical College<br><i>Fond du Lac Campus</i><br>235 N. National Avenue<br>Fond du Lac, WI 54936-1940<br>Phone: 920-922-8611<br>Fax: 920-924-3513<br><a href="http://www.morainepark.edu/pages/294.asp">www.morainepark.edu/pages/294.asp</a>                                     | N  |   |
| 31        | Nicolet Area Technical College<br>5364 College Drive<br>Rhineland, WI 54501<br>715-365-4410 or 800-544-3039<br><a href="http://www.nicoletcollege.edu/currentstudents/jobs/jobsafternicolet/techconnect.html">www.nicoletcollege.edu/currentstudents/jobs/jobsafternicolet/techconnect.html</a> | N  |   |
| 32        | Northcentral Technical College<br>1000 W. Campus Drive<br>Wausau, WI 54401<br>715.675.3331<br><a href="mailto:info@ntc.edu">info@ntc.edu</a><br>715-675-3331 1668<br>888-682-7144 1668<br><a href="http://www.ntc.edu/corplearning/hiregrad.htm">www.ntc.edu/corplearning/hiregrad.htm</a>      | N  |   |



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|-----------|---|--|---|
| 33        | Northeast Wisconsin Technical College<br>2740 West Mason Street<br>P.O. Box 19042<br>Green Bay, WI 54307-9042<br>920-498-5528<br><a href="http://www.nwtc.edu/services/explorecareers/employers">www.nwtc.edu/services/explorecareers/employers</a>   | N  |   |
| 34        | Southwest Technical College<br>1800 Bronson Blvd.<br>Fennimore, WI 53809<br>608-822-2333<br>800-362-3322 2333<br><a href="http://www.swtc.edu">www.swtc.edu</a>   | N  |   |
| 35        | Waukesha County Technical College<br>800 Main St.<br>Pewaukee, WI 53072<br>262-695-7811<br><a href="http://www.wctc.edu/business_resources/employees.php">http://www.wctc.edu/business_resources/employees.php</a>  | N  |   |
| 36        | Wisconsin Indianhead Technical College<br>505 Pine Ridge Drive<br>Shell Lake, WI 54871<br>715-246-6561<br>F: 715-246-2819<br><a href="http://www.witc.edu/jobs">www.witc.edu/jobs</a>   | N  |   |
| 37        | Workforce Connections, Inc.<br>Sharon Bliss, Employment Resource Specialist<br>2615 East Avenue South<br>Suite 103<br>La Crosse, WI 54601<br>608-789-5611<br>F: 608-785-9939<br><a href="mailto:workforceconnections@workforceconnections.org">workforceconnections@workforceconnections.org</a> or<br><a href="mailto:bliss@workforceconnections.org">bliss@workforceconnections.org</a> | N  |   |
| 38        | Office of Multicultural Services/Minority Department<br>Student Services<br>University of Wisconsin – La Crosse<br>1725 State Street, 243 GMH<br>La Crosse, WI 54601<br>608-785-8225<br><a href="mailto:omss@uwlax.edu">omss@uwlax.edu</a>  | N  |   |
| 39        | Northeast WI African American Association<br>P.O. Box 683<br>Green Bay, WI 54305<br>P: 920-544-9123<br><a href="mailto:yarvelle@hotmail.com">yarvelle@hotmail.com</a>   | N  |   |



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|-----------|---|--|---|
| 40        | UW Milwaukee<br>Career Planning & Resource Center<br>Linda Walker<br>P.O. Box 113, 128 Mellancamp Hall<br>Milwaukee, WI 53211<br>P: 414-229-4487<br>F: 414-229-5347<br><a href="mailto:cdc@uwm.edu">cdc@uwm.edu</a>     | N  | 1   |
| 41        | Mediabistro<br>Career Development<br>475 Park Avenue South, 4 <sup>th</sup> floor<br>New York, NY 10016<br>P: 212-389-2000<br>F: 866-880-1429<br><a href="mailto:job.info@mediabistro.com">job.info@mediabistro.com</a> | N  |   |
| 42        | Indeed, Inc.<br>7501 N. Capital of Texas Hwy.<br>Building B<br>Austin, TX 78731<br>P: 512-459-5300-<br><a href="http://www.indeed.com/hire/contact-us">http://www.indeed.com/hire/contact-us</a>                        | N  | 8   |
| 43        | Word-of-Mouth Referral<br>(Employee and Non-Employee)   | N  | 4   |
| 44        | Walk-in   | N  | 1   |
| 45        | Internal Promotion  | N  | 1   |

TOTAL INTERVIEWEES OVER REPORTING PERIOD: 21



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### III. RECRUITMENT INITIATIVES

|    | Type of Recruitment Initiative  | Date             | Brief Description of Activity & Scope of Broadcaster's Participation  |
|----|---|------------------|---|
| 1. | Participate in Scholarship Program for Students Interested in Pursuing a Career in Broadcasting | 11/2015          | The station participates yearly in the Wisconsin Broadcasters Association Foundation Scholarship program designed to assist students interested in pursuing a career in broadcasting by providing applications to interested students, being available to answer questions about the program, and making initial evaluations of the candidates for the scholarship committee. Station also makes a financial contribution biannually to the Foundation. |
| 2. | Participate in Job Fair   | 10/14/15         | The station participated in a career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on October 14, 2015. Station addressed career and internship opportunities at WEAU 13 News, spoke to students about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Production Manager.  |
| 3. | Participate in Job Fair   | 2/24/16          | The station participated in a career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on February 24, 2016. Station addressed career and internship opportunities at WEAU 13 News, spoke to students about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Production Manager.   |
| 4. | Fall Intern   | 9/10/15-present  | WEAU's internship program is designed to provide interns with hands-on experience, one-on-one teaching within the broadcast media environment, and the opportunity to earn college credit. Beginning in the Fall of 2015, the station hosted one news intern from the University of Wisconsin - Eau Claire, who was supervised by the News Director.  |
| 5. | Summer Intern   | 6/8/15-5/1/16    | WEAU's internship program is designed to provide interns with hands-on experience, one-on-one teaching within the broadcast media environment, and the opportunity to earn college credit. Beginning in the Summer 2015, the station hosted one news intern from the University of Wisconsin - Eau Claire, who was supervised by the News Director.   |
| 6. | Winter Intern   | 2/1/16 – 5/11/16 | WEAU's internship program is designed to provide interns with hands-on experience, one-on-one teaching within the broadcast media environment, and the opportunity to earn college credit. Beginning in the Winter of 2016, the station hosted one news intern from the University of Wisconsin - Eau Claire, who was supervised by the News Director.  |



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|    |                             |         |   |
|----|-----------------------------|---------|---|
| 7. | <b>EEO Training Seminar</b> | 10/8/15 | On October 8, 2015, an attorney from Wiley Rein LLP, FCC counsel to Gray Television, Inc. taught an internet training seminar on the Federal Communication Commission's (FCC) Equal Opportunity (EEO) rules and regulations. All participants were provided with written material summarizing the FCC's EEO rules and regulations, as well as a template form to use for the annual public file report. |
|----|-----------------------------|---------|---|